

शासनाच्या विविध विभागांच्या योजनांसाठी
प्रसिद्धी तसेच जाहिरातविषयक कार्ये पार
पाडण्यासाठी जाहिरात संस्थांची सूची.

महाराष्ट्र शासन
सामान्य प्रशासन विभाग

शासन निर्णय क्रमांक: मावज-२०२०/प्र.क्र.३३/का-३४

मादाम कामा मार्ग, हुतात्मा राजगुरु चौक,
मंत्रालय, मुंबई - ४०० ०३२
दिनांक : १६ मार्च, २०२०

- वाचा :** १. सामान्य प्रशासन विभाग, शासन निर्णय क्र.मावज-२०१८/प्र.क्र.३४८/३४,
दि.२० डिसेंबर, २०१८
२. सामान्य प्रशासन विभाग, शासन निर्णय क्रमांक: मावज-२०१७/प्र.क्र.२८७/३४,
दि. १२ ऑक्टोबर, २०१७
३. सामान्य प्रशासन विभाग, शासन निर्णय क्रमांक : मावज-२०१७/प्र.क्र.१५३/३४,
दि. २१ जुलै, २०१७
४. सामान्य प्रशासन विभाग, शासन निर्णय क्रमांक: मावज-२०१७/प्र.क्र.१५३/३४,
दि.१ जून, २०१८
५. माहिती व जनसंपर्क महासंचालनालय, जाहिरात संस्था सूची ई निविदा/२०१९,
दि.१९ सप्टेंबर, २०१९
६. माहिती व जनसंपर्क महासंचालनालयाचे पत्र क्र. वृत्तचित्र (२०२०)/जाहिरात
संस्था/का-७/१५७०, दि.२३ जानेवारी, २०२०

प्रस्तावना :-

शासनाच्या विविध विभागांमार्फत राबविण्यात येणाऱ्या लोकाभिमुख योजना, विकास प्रकल्प व धोरणांमध्ये झालेला व्यापक व पुरोगामी बदल विचारात घेऊन, योजनांची माहिती जनसामान्यांपर्यंत प्रभावीपणे पोहोचविण्यासाठी विविध माध्यमांचा वापर करणे आवश्यक आहे. जाहिराती तयार करण्याचे, वितरणाचे व सर्वंकष जाहिरात मोहिमा आखणी व अंमलबजावणीचे काम माहिती व जनसंपर्क महासंचालनालयामार्फतच करण्याचे शासनाचे निर्देश आहेत. शासनाच्या विविध विभागांच्या प्रचार व प्रसिद्धीसाठी लागणाऱ्या कल्पक कामाच्या निर्मितीसाठी तसेच जाहिरातीची कार्ये पार पाडण्यासाठी जाहिरात संस्थांची सूची (Panel of Advertising Agencies) संदर्भ क्र.२ अन्वये तयार करण्यात आलेली होती. या निवड सूचीची मुदत संपल्याने प्रसिद्धी क्षेत्रामध्ये झालेल्या बदलांच्या अनुषंगाने जाहिरात क्षेत्रातील विशिष्ट अनुभव व व्यावसायिक अर्हता प्राप्त जाहिरात संस्थांची सूची तयार करण्याची बाब शासनाच्या विचाराधीन होती. त्यानुसार खालीलप्रमाणे निर्णय घेण्यात येत आहे.

शासन निर्णय :-

२. शासनाच्या विविध विभागांमार्फत राबविण्यात येणाऱ्या लोकाभिमुख योजना, विकास प्रकल्प व धोरणांमध्ये झालेला व्यापक व पुरोगामी बदल विचारात घेवून, योजनांची माहिती जनसामान्यांपर्यंत प्रभावीपणे पोहोचविण्यासाठी विविध माध्यमांचा वापर करून प्रचार व प्रसिद्धीसाठी लागणाऱ्या कल्पक कामांच्या

निर्मितीसाठी तसेच जाहिरातीची कार्ये पार पाडण्यासाठी जाहिरात संस्थांची सूची तयार करण्यासाठी माहिती व जनसंपर्क महासंचालनालयाने ई-निविदा पद्धतीने जाहिरात क्षेत्रातील विशिष्ट अनुभव व व्यावसायिक अर्हता प्राप्त जाहिरात संस्थांकडून ई-निविदा मागविल्या होत्या. या निविदांची छाननी माहिती व जनसंपर्क महासंचालनालयाच्या स्तरावर करण्यात आली असून छाननीअंती पात्र ठरलेल्या व महासंचालनालयाने शिफारस केलेल्या संस्थांच्या सूचीस (Panel of Advertising Agencies) शासनाची मान्यता देण्यात येत आहे.

AUDIO AND AUDIO-VISUAL MEDIA

Scope of Work

The detailed scope of work includes conceptualization, developing creative ideas, designing, scripting, developing and production of advertisements, publicity and other resource material, including but not limited to Audio-visual and audio in different languages.

Audio-visual Media: Video Creative for Television, Cinema Theatre, Outdoor LED Screen, Outdoor Broadcasting Van, Video Editing, Make-up Services, and any other Audio-visual media, Use of cable channels to further accentuate public messaging.

Audio Media: Audio Creative for Radio, ST Stand audio speaker, Recording/Dubbing Voice Over, Arranging Background Music for audio-visual creative, and any other audio media services.

All other allied services including but not limited to conceptualization, execution, monitoring, reporting, related to Audio-Visual and Audio media.

CATEGORY A

Sr. No.	Name of Agency	e-mail
1.	Concept Communication Ltd. Queens Mansion Gr. Floor, Next to Cathedral School Prescrord Fort, Mumbai 01.	srikanth@conceptindia.com
2.	R.K. Swamy BBDO Pvt. Ltd. Esplanade House, HazarimalSomani Road, Fort, Mumbai	sasidharan.kv@rksbbdo.com
3.	KautilyaMulticreation Pvt. Ltd. B-2, 492 A Marathom, Innova, Lower Parel, Mumbai	kautilyامل@gmail.com
4.	Mercantile Advertising 304, 3 rd floor, Bhavya Plaza, 5 th Floor, Khar (W.) Mumbai 52	mercantileadvgtg@gmail.com

CATEGORY B

Sr. No.	Name of Agency	e-mail
1.	Raj VFX Pvt. Ltd. 1201, Morya Blue moon, Andheri, Mumbai	shambhusinghsj2007@gmail.com
2.	Guardian Media and Entertainment Pvt. Ltd. Chintamani Pride office no.102,Kothrud, Pune.	prasadh408@gmail.com
3.	Triton Communications 88C modrna House, Prabhdevi Mumbai 400025	Anil.doiphode@tritoncom.in

4.	More Marketing Services Pvt. Ltd. Juhu vile parle west, Mumbai	parag@moreconsulting.in
5.	Indian Magic Eye Pvt. Ltd. Flat No. 457, Bldg. No. D-49, Ground Floor, Shastri Nagar, Behind Sade Garden, Tower, Near MIG, Bandra	digital.sales@imepl.com
6.	Percept Ltd. P2 level 2b, 11/12, Raguwanshi Estate, SenapatiBapat Marg, Lower Parel, Mumbai-13	alok.mishra@perceptindia.in
7.	F Nine Post Haji E.P. Trust building 19rd 1 st floor ranaderd dadar Mumbai 400028	3dnitesh@gmail.com
8.	Happy Bee Films Pvt. Ltd. second floor, mahad complex, Link Road, Andheri, Mumbai	angelobraganza@gmail.com
9.	Surewaves Media Tech Pvt. Ltd. 6B115, K RahejaPlantinum, SaugBaug Road, Off. Andheri- Kurla Road, Marol, Andheri (East), Mumbai 400 059	ashish.baru@surewaves.com
10.	Redefine Concepts Flat No. 04, Durvankur Apartment, Near Jog High School, Mayur Colony, Kothrud, Pune 411 038	yogid003@gmail.com
11.	Media One Solutions 246, Laxmi Plaza, Laxmi Industrial Estate, Sab TU Lane, Off. Link Road, Andheri (West), Mumbai 400 101	sourin@mediaonesolutions.com
12.	Ocean Film Company Pvt. Ltd. B-20, Shiv prabhadevi, Daulat Nagar, Co.op. Hsg. Soc. Bandra (E), Mumbai	sujoyh@oceanfilmcompany.com
13.	Zapak Digital Entertainment Ltd. 80/802 8 th floor, sawantmargAndheri west, Mumbai, 400053	laveesh.pandey@gmail.com
14.	KNC Media and Entertainment 103, Mohit height 1 st floor Andheri west, Mumbai	kncmedia123@gmail.com
15.	Acintya Solutions Pvt. Ltd. off No 01 Samir apparts, oppVinustraders behind Roopali hotel, Pune	acintya.pune@gmail.com
16.	SA Digital Films 162- a Pande Layout Khamla Nagpur 440025	inikhil1007@gmail.com
17.	Doradigs 194, bunhlow road, Aram Nagar, Part 2, Machlimar, Versova, Andheri(w), Mumbai-61	doradigsofficial@gmail.com
18.	Prachar Communications 105 samkeet apartment, B wing vile parle east, Mumbai	suryakant.g@prachar.in
19.	Banyan InfoMedia Pvt. Ltd. 186 Second floor, Siddharth enclave, New Delhi	amitmajr111@gmail.com
20.	Parth Knowledge Network Ltd. Airoli, Navi Mumbai	md@parthinfo.com
21.	Span Communications 212 A, 2nd floor, Hub Town, Solari, Andheri (West) 400 069	delhispan@gmail.com
22.	Sunjeet Communications Pvt. Ltd. 155 Modi Street Agaory Lane, Fort, Mumbai 400 001	accounts@sunjeetcommunications.co m
23.	Goldmine Advertising Ltd. 306 The Sumit Western Express Highway, Vileparle (E), Mumbai 400057	ashisha@goldmineld.com

CATEGORY C

Sr. No.	Name of Agency	e-mail
1.	Hyper Connect Communications LLP 1204, Orchid, J -3 , B wing, Mantri Park, Film city Road, Goregaon (E.), Mumbai - 65	hyperconnectcomms@gmail.com

PRINT MEDIA

Scope of Work

The detailed scope of work includes conceptualization, developing creative ideas, designing, scripting, developing and production of advertisements, publicity and other resource material, including but not limited to print media in different languages.

Print Media: Print Creative for News Papers, Magazine, Pamphlets, Leaflets, Brochures, Invitation cards, Proof Reading of Printing material, Providing Photography Services, Processing/Editing photographs for use in other media, Typesetting/Designing of booklets/manuscripts, and any other print media services.

All other allied services including but not limited to conceptualization, execution, monitoring and reporting.

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1.	Concept Communication Ltd. Queens Mansion Gr. Floor, Next to Cathedral School Prescrord Fort, Mumbai 01.	srikanth@conceptindia.com
2.	R.K. Swamy BBDO Pvt. Ltd. Esplanade House, HazarimalSomani Road, Fort, Mumbai	sasidharan.kv@rksbbdo.com
3.	KautilyaMulticreation Pvt. Ltd. B-2, 492 A Marathom, Innova, Lower Parel, Mumbai	kautilyامل@gmail.com
4.	Mercantile Advertising 304, 3 rd floor, Bhavya Plaza, 5 th Floor, Kher (W.) Mumbai 52	mercantileadvtg@gmail.com

CATEGORY B

Sr. No.	Name of Agency	e-mail
1.	Avail Advertising India Pvt. Ltd. Sr. No. ¼, 10, Aasmant Apts., Opp SNTD College, Off Karve Road, Erandawane, Pune 411004	director@availadvertising.com
2.	Triton Communications 88C modrna House, Prabhdevi Mumbai 400025	Anil.doiphode@tritoncom.com
3.	We the Working Element FF-2 sahas apt. west high court road, Plot no 64, bajajnagar square, Nagpur	workingelements@gmail.com

4.	Angle Advertising 201, Alliance Prima, Rajendra Nagar, Near SenaDatta Police Chowki,Pune	angle@angleadv.com
5.	Sunflower Marketing and Advertising 606 reliable business center next to heerapanna mall oshiwaraandheri west Mumbai 400102	sunflowerindia@gmail.com
6.	Media Research and Development India Pvt. Ltd. 13 AmrutMadhura, Plot no.3 RSC 28 lane sec 3 charkop, Kandivali west	dilipkawli1@gmail.com
7.	Sunjeet Communications Pvt. Ltd. 155 Modi Street Agaiory Lane, Fort, Mumbai 400 001	accounts@sunjeetcommunication s.com
8.	Goldmine Advertising Ltd. 306 The Summit Western Express Highway, Vileparle (E), Mumbai 400057	ashisha@goldmineltd.com
9.	Crayons Advertising Ltd. 7 th floor, Classic Pentagon Western Express, Highway Nr. Bisleri, Andheri (E.)	bom@crayonad.com
10.	Ventures Advertising Pvt. Ltd. 142-A, venture house marotco op Ind. Estate, andheri.	ventures1@gmail.com
11.	Blaze Media Services 11 Akshardhara A Motoshri Nagar UpnagarNashik -6	blazemedia.servcies@gmail.com

CATEGORY C

Sr. No.	Name of Agency	e-mail
1.	Pactic Media Concept OPC Pvt. Ltd. 202, Gopur Apt., Besides Bafana Morots, Opp. FC Third Gate, Pune 5.	nikhil@pactic.in

DIGITAL, WEB AND SOCIAL MEDIA

Scope of Work

Conceptualize, develop and maintain social media platforms including but not limited to websites, web portals, blogs, micro blogs, microsites, mobile applications.

Develop ways of speedy and efficient delivery/distribution of content through various traditional and social media channels.

Multimedia live services including 2 ways broadcast with or without internet live streaming etc.

Employ social and web services to enable monitoring of all media types including print, electronic etc.

To formulate and implement a result oriented comprehensive social media promotion strategy for Government campaign for DGIPR including the following activities:

1. The Agency would develop and upload on various social media platforms, creative content or adapt the already available creative. The content includes, but is not limited to banners, videos, info graphics, graphics, cartoons, animation etc. The uploaded content need to be monitored by the said agency on a daily basis and the agency should be equipped with perception/image management team.
 - 1.1. Upload posts on chosen social media platforms.
 - 1.2. Post original blog/ articles related the campaign.
 - 1.3. Select and upload images that increase curiosity amongst people.
 - 1.4. Design creative piece in accordance with campaigns and adapt them to platforms.
 - 1.5. Curate topics on relevant Hash(#) tags on digital platform

- 1.6. Use influencers from society/ social media and invite them to be endorsers.
- 1.7. Maintain a rapport with digitally influential people having a large follower base.
- 1.8. Target influencers for building up a positive mindset amongst policy/ decision makers
- 1.9. Provide the SMS Gateway for the SMS Marketing / Promotion etc.
- 1.10. Send bulk SMS and emails to the intended / proposed beneficiaries of the programs
- 1.11. Voice Campaign
 - 1.11.1. Bulk OBD (Voice Call) push service
 - 1.11.2. Missed call/Toll free/ Virtual Number solution
 - 1.11.3. IVRS Service over missed call/TFN
 - 1.11.4. Upload of voice clips, Voice Broadcast panel.

All listed activities are standalone activities for specific programs / schemes / plans for specific period and will be executed at the time-to-time intimation.

2. All other allied services including but not limited to conceptualization, execution, monitoring, reporting, production of media infrastructure related to Digital media, Web and Social Media.
3. The agency shall provide accurate, complete, polite and prompt feedback mechanism to user via social media platforms. The agency shall gather inputs from users and respond back to his service request.
 - 3.1. The agency is also expected to track on social media networks for key words related to business in particular, and respond to them in a big way to initiate positive conversations on social media sites.
 - 3.2. Tracking conversations, links and blogs about programs and issues / topics relating thereto.
 - 3.3. Tracking sentiments-Positive, Neutral or Negative.
 - 3.4. Use effective third-party tracking tools to track the progress of each network.
 - 3.5. Reporting any discrepancy in sentiments
 - 3.6. Channelizing and drafting a plan to work out and neutralize negative sentiments
 - 3.7. Submit effectiveness analysis reports to DGIPR on a weekly and/or monthly basis, as required.
 - 3.8. The employ requisite analytical and software tools to carry out Social Mediaactivities

Conditions

1. Storage of content and data by means of online/offline archival support. The archived content should be available for at least 180 days to be made available to DGIPR at short notice
2. Content and activities on social media platforms do not restrict accessibility of the platform on various mobile devices and different browsers.
3. The agency must mark all electronic content (text, photo, video or otherwise) as copyright of DGIPR, wherever applicable; and monitor and report unauthorized use. This responsibility includes but is not limited to the following activities:
 - 3.1. Content sanitization, formatting and uploading
 - 3.2. Use of SEO (Search Engine Optimization) / SEM friendly clean permalink structure
 - 3.3. Tagging and categorization of posts and articles
 - 3.4. Feedback mechanism to accept and display hierarchical user comments
 - 3.5. Develop and update the Frequently Asked Questions (FAQ) bank based on user feedback.

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2.	R.K. Swamy BBDO Pvt. Ltd. Esplanade House, HazarimalSomani Road, Fort, Mumbai	sasidharan.kv@rksbbdo.com

3.	Kautilya Multicreation Pvt. Ltd. B-2, 492 A Marathom, Innova, Lower Parel, Mumbai	kautilyامل@gmail.com
4.	Mercantile Advertising 304, 3 rd floor, Bhavya Plaza, 5 th Floor, Kher (W.)Mumbai 52	mercantileadvtg@gmail.com

CATEGORY B

Sr. No.	Name of Agency	e-mail
1.	The Storytellers Office G-4, New Corporate plaza, malad (W), Mumbai 400064	hiren@thestorytellers.asia
2.	Viva Connect Pvt. Ltd. Vivaplex plot no.6-7, street 22, Andheri(e), Mumbai	registrations@vivaconnect.co
3.	IT Craft Technologies Pvt. Ltd Flat o. 401, ozone Aparment 25, Bharat Nagar, Nagpur-440010	anandnagarkar@gmail.com
4.	PR Professionals Unit no. 212, 2nd floor, JMD Regent Plaza, Mehrauli-Gurgaon Rd, Sikanderpur, Sector 26, Gurugram, Haryana 122001	saurav@prprofessionals.in
5.	Buzzmeter Digital Engagineers Pvt. Ltd 507, Shalimar Morya Park, Link Road, Andheri (West), Mumbai 53	admin@buzz-meter.com
6.	TSD Corporation B-305, Regency, 3 rd crosslane, Andheri (W), Mumbai	Kriti@tsdcorp.co
7.	Zapak Digital Entertainment Pvt. Ltd. 80/802 8 th floor, sawantmargandheri west mumbai, 400053	laveesh.pandey@gmail.com
8.	Prasiddhi Advertising Pvt. Ltd. Flat No 10, Sn. No 3/21Uttara building, Ishaansgalaxy,Narhe Pune	prasiddhiad@gmail.com
9.	Om Enterprises G-1 Garden view Building 50/51 Espatanwalamargbuculla East mumbai, 400027	sanjayom@gmail.com
10.	Sanjeevani Advertising Co. 1109 A, Ds Business Above D Mart, Kanjurmarg (w), Mumbai 78.	info@sanjeevaniadvertising.com
11.	Span Communications 212 A, 2 nd Floor, Hub Town, Solari, Andheri (West), 400 069.	delhispan@gmail.com
12.	Signpost India, 202, Pressman House, Nehru Road, Vile Parle, Mumbai 400057	sandeep.kulkarni@signpostindia.com

CATEGORY C

Sr. No.	Name of Agency	e-mail
1.	Hyper Connect Communications LLP 1204, Orchid, J -3 , B wing, Mantri Park, Film city Road, Goregaon (E.), Mumbai - 65	hyperconnectcomms@gmail.com
2.	FI Havoc Digital Pvt. Ltd. C wing, A/2 403, Mourya House, Andheri (W)	anuj@fihd.in
3.	Shanaya Films Pvt. Ltd. C-201, Bldg. No.234, Manish Nagar, Andheri West, Mumbai 400 053	shanayafilms79@gmail.com

4.	Pactic Media Concept OPC Pvt. Ltd. 202, Gopur Apt., Besides BafanaMorots, Opp. FC Third Gate, Pune 5.	nikhil@pactic.in
5.	Hyper Engage Communication Pvt. Ltd. 401 A, Fourth Floor, Town Center II, CTS 1651/B, AndheriKurla Rd., Andheri (E), Mumbai - 56	hyperengage@gmail.com
6.	Adrise India Pvt. Ltd. 302, United Business Park, Wagle Estate, Thane West – 400 604	info@adriseindia.com
7.	Inuxu Digital Media Technologies Pvt. Ltd. INUXU House, Plot no.10, Survey 123/1/, Opp Regency Cosmos, Baner Rd., Pune 411 045	trushant@inuxu.media
8.	WebeasyInfotech and Education Pvt. Ltd. 106, 1 st Floor, Shiv Plaza, Dindori Rd., MhasrulNashik – 4	vipul@webeasy.co.in
9.	Neo Analytics Infoedge Pvt. Ltd. 502, Krishna Kunj, VM Road, Mumbai 400056	bhaves@empireestate.in

EVENT AND EXHIBITION MEDIA

Scope of Work

To develop, manage and execute events and functions:

- o Public Functions
- o Meetings
- o Exhibitions
- o Seminars
- o Workshops
- o Symposium
- o Lecture Series
- o Cultural Programs
- o Road Shows
- o Floats
- o Communication (BTL) Activities
- o PR Activities
- o Media Planning
- o Impact assessment
- o Interactive New Age Media
- o Providing Services of Emcee/Compare/Anchor/Master of Ceremony
- o All other media allied services including but not limited to conceptualization, execution, monitoring, reporting, exhibition, PR and communication media.

CATEGORY A

Sr. No.	Name of Agency	e-mail
1.	Concept Communications Ltd. Queens Mansion Gr. Floor, Next to Cathedral School Prescrord Fort, Mumbai 01.	srikanth@conceptindia.com

2.	R.K. Swamy BBDO Pvt. Ltd. Esplanade House, HazarimalSomani Road, Fort, Mumbai	sasidharan.kv@rksbbdo.com
3.	KautilyaMulticreation Ltd. B-2, 492 A Marathom, Innova, Lower Parel, Mumbai	kautilyامل@gmail.com
4.	Mercantile Advertising 304, 3 rd floor, Bhavya Plaza, 5 th Floor, Kher (W.) Mumbai 52	mercantileadvttg@gmail.com

CATEGORY B

Sr. No.	Name of Agency	e-mail
1.	MM Active Sci-Tech Communication Pvt. Ltd. ashirwad 1 st floor, 36/A/2, S.No.270 near bank of baroda bane road, Pune	vibha.bhatia@mmactiv.com
2.	Fountainhead Entertainment Pvt. Ltd. New Era Compound, 1rs Floor, Mogul Lane, Mantunga (W.) Mumbai 400 016	narayan.raman@fhmktg.com
3.	Piranha Communications 101 NirmalsagarBihand,shivaji park, Dadar	adarsh@piranhacom.com
4.	Adfine Advertising Plot No 16 shiv, Ruikar col. Kolhapur	adfine.win@gmail.com
5.	Gecko Worldwide 306 kalpataru plaza, J.V. Road, Malad, Mumbai	keyur@geckoworldwide.in
6.	Tashipta Event and Entertainment Pvt. Ltd. Building No. 36, 705, samatanagar, Kandiwall East	mandar@tashipta.com
7.	RW Promotion Pvt. Ltd. M-31 Hirnan shopping centre MG Road, Goregaon west	rajiv@rwp.in
8.	Avliya Advertising and Marketing A-4 Vijaywariniwas near hanuman chowl, Mulund, Mumbai 400081	avliyaapi@gmail.com
9.	PR Professionals Unit 212, Gurgaon 122001	saurav@prprofessionals.in
10.	Cachet Event and Design Solution Pvt. Ltd. 126, Shanta Industrial Estate, I.B. Patel Road, Goregaon(East), 21 Mumbai400 063/62/63/65	pallavi.jayakar@cachet.in
11.	Indian Magic Eye Pvt. Ltd. Flat No. 457, Bldg. No. D-49, Ground Floor, Shastri Nagar, Behind Sade Garden, Tower, Near MIG, Bandra	digital.sales@imepl.com
12.	Ventures Advertising Pvt. Ltd. 142-A, venture house marotco op Ind. Estate, andheri.	ventures1@gmail.com
13.	We the Working Elements FF-2 sahas apt. west high court road, Plot no 64, bajajnagar square, Nagpur	workingelements@gmail.com
14.	Angle Advertising 201, Alliance Prima, Rajendra Nagar, Near SenaDatta Police Chowki, Pune	angle@angleadvtt.com

15.	Max Publicity and Communication Mudra House, Opp. Grand Hyatt, Santacruz (East), Mumbai 400 055	ravi.subrahmanyam@maxmudra.com
16.	Trinity Events Pvt. Ltd 132/B, Narayan Peth, ShopNo. 619, Pune	yadav.santosh9521@gmail.com
17.	Percept Ltd. P2 level 2b, 11/12, Raguwanshi Estate, SenapatiBapat Marg, Lower Parel, Mumbai-13	alok.mishra@perceptindia.in
18.	Redefine Concepts Flat No. 04, Durvankur Apartment, Near Jog High School, Mayur Colony, Kothrud, Pune 411 038	yogid003@gmail.com
19.	361 Degree Entertainment and Media Pvt. Ltd. 606 reliable business center next to heerapanna mall oshiwaraandheri west Mumbai 400102	accounts@361degreeentertainment.com
20.	New age media Partner 302, united business park, Wagle estate, Thane (W) 400604	prasad@mediapartner.in
21.	Chaurang 3,United House, Manmala Tank Road, Mahim Mumbai 400 016	chaurang.ashokhande@gmail.com
22.	Sky Creation 1976, E Flat F-4, above Nadkarni Hospital, Ninth Lengh, Rajarampuri, Kolhapur	skycreation@rediffmail.com
23.	Fusion Events Pvt. Ltd. 1 st floor, 103 Durga Plot no.18, veera Industrial Estate, Veeradesai road, Mumbai 53	devendra@fusionevents.in
24.	Zapak Digital Entertainment Pvt. 80/802 8 th floor, sawantmargAndheri west, Mumbai, 400053	laveesh.pandey@gmail.com
25.	Om Enterprises G-1 Garden view Building 50/51 Espatanwalamarg, Byculla East, Mumbai 400027	sanjayom@gmail.com
26.	Sanjeevani Advertising 1109 A, Ds Business Above D Mart, Kanjurmarg (w), Mumbai 78.	info@sanjeevaniadvertising.com
27.	Crayons Advertising 7 th floor, Classic Pentagon Western Express, Highway Nr. Bisleri, Andheri (E.)	bom@crayonad.com
28.	Meraki Communications 8 th floor, Gazdar Enclave, Fun Republic Lane, Andheri, Mumbai	sandesh.yadav@cabexperiences.com
29.	Signpost India, 202, Pressman House, Nehru Road, Vile Parle, Mumbai 400057	sandeep.kulkarni@signpostindia.com

CATEGORY C

Sr. No.	Name of Agency	e-mail
1.	Pruthvi Innovations ThankarPada, Ashtavinayk 6/6 Kalyan (W)	pruthviinnovations@gmail.com

2.	Pactic Media Concepts OPC Pvt. Ltd. 202, Gopur Apt., Besides BafanaMorots, Opp. FC Third Gate, Pune 5.	nikhil@pactic.in
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OUTDOOR AND OUT OF HOME MEDIA

Scope of Work

To plan and conceptualize out of home media activities, prepare strategy and develop creative ideas for the media activities including production and execution of out of home activities other than mass media:

- Billboards/ hoardings
- Poll Kiosks
- Digital Boards
- Flex Banner at railway station and other public places
- Bus / train panels
- Bus shelters
- Illuminated signage
- Wall paintings
- Display panels
- Displays in Malls
- Media Activities on Digital Platform
- All other media allied services including but not limited to conceptualization, execution, monitoring, reporting.

CATEGORY A

Sr. No.	Name of Agency	e-mail
1.	Concept Communication Ltd. Queens Mansion Gr. Floor, Next to Cathedral School Prescrord Fort, Mumbai 01.	srikanth@conceptindia.com
2.	R.K. Swamy BBDO Pvt. Ltd. Esplanade House, HazarimalSomani Road, Fort, Mumbai	sasidharan.kv@rksbbdo.com
3.	KautilyaMulticreation B-2, 492 A Marathon, Innova, Lower Parel, Mumbai	kautilyampl@gmail.com
4.	Mercantile Advertising 304, 3 rd floor, Bhavya Plaza, 5 th Floor, Kher (W.) Mumbai 52	mercantileadvgtg@gmail.com

CATEGORY B

Sr. No.	Name of Agency	e-mail
1.	Impact Advertising Agency 3-22-78, Station road, Jalna.	impactadvertising@yahoo.com
2.	Roshan Space Brand Communication A-3, Marian House, Ground Floor Plot No. 159 29th Waterfield Road Bandra (W) Mumbai 400 050	info@roshanspace.com

3.	News Out Of Home 900 Smrutideccanjimkhana, Pune	newsoutofhome@gmail.com
4.	Raya Media Pvt. Ltd. 106 Jolly Bhavan No.1, 10 new, Marine lines, Mumbai-20.	agnelo@zenithoutdoors.com
5.	Khushi Advertising Ideas Pvt. Ltd. 8 Vilco Centre, B wing, 1 st floor, Subhash road, Vile Parle East, Mumbai-57,	prakash.panchal@khushiadvertising.com
6.	Bright Outdoor Media Pvt. Ltd. crescent tower, 8 th floor near maurya house, opp VIP Plaza new Link Road, Andheri W 400053	tender@brightoutdoor.com
7.	Angle Advertising 201, Alliance Prima, Rajendra Nagar, Near SenaDatta Police Chowki.Pune	angle@angleadv.com
8.	Max Publicity and Communication Pvt. Ltd. Mudra House, Opp. Grand Hyatt, Santacruz (East), Mumbai 400 055	ravi.subrahmanyam@maxmudra.com
9.	Proactive In and Out Advertising Ltd. B-wing, Sanket Apart. Vile Parle (E), Mumbai.	jyoti@proactive.net.in
10.	Purnima Advertising Agency Pvt. Ltd. 218, Prabhadevi Industrial Estate Prabhadevi Mumbai-25	manan@purnimaadv.com
11.	Pioneer Publicity Corporation pvt. Ltd. Anjani complex ,B wing, peripra hill road, opp. Gurunanak Petrol pump, Andheri East	gopal@pioneerpublicityindia.com
12.	Alakh Advertising and Publicity Pvt. Ltd. 401-402, Sphire corner, of S.V. Road, Khar west, Mumbai	alakh@alakhadvertising.com
13.	Sagar Lookouts plot No A-2 WagleEstate Road No -2 Thane 400604	commercial@sagarlookouts.com
14.	Signpost India, 202, Pressman House, Nehru Road, Vile Parle, Mumbai 400057	sandeep.kulkarni@signpostindia.com
15.	Crayons Advertising Ltd. 7 th floor, Classic Pentagon Western Express, Highway Nr. Bisleri, Andheri (E.)	bom@crayonad.com
16.	Sunjeet Communications 155 Modi Street Agaory Lane, Fort, Mumbai 400 001	accounts@sunjeetcommunications.com

CATEGORY C

Sr. No.	Name of Agency	e-mail
1.	Adrise India Pvt. Ltd. 302, United Business Park, Wagle Estate, Thane West – 400 604	info@adriseindia.com
2.	Trustcom Media 1402, Bloomingdaile, Hiranandani Estate, Thane West 400 607	sharvarijoshi10@gmail.com

निवड सूची उपयोगिताबाबत कार्यपद्धती

१. प्रसिध्दी मोहिमेसाठी माध्यमे निवडीचा तसेच निवडसूचीच्या प्रवर्गाच्या निवडीचा निर्णय माध्यम आराखड्याचे नियोजन व अंमलबजावणी यासाठी असलेली समिती करेल.

२. खालील मुद्यांच्या आधारे जाहिरात संस्थांचा कोणता प्रवर्ग विचारात घ्यावयाचा हे निश्चित केला जाईल.

अ) कामाचे परिमाण (कॉन्टम ऑफ वर्क)

आ) प्रसिध्दी मोहिमेचा अंदाजित खर्च

इ) मोहिमेचे सर्वसाधारण स्वरूप सर्वसाधारण धोरण लक्ष्यवेधी गटांचे (टार्गेट ऑडियन्स) स्वरूप-त्यांचे ठिकाण आणि त्यांचा सामाजिक आणि आर्थिक स्तर

ई) निवड सूचीचा संवर्ग निश्चित केल्यानंतर महासंचालनालय त्या संवर्गातील जाहिरात संस्थांना आमंत्रित करील. शासन निर्णय क्र.मावज-२०१५/प्र.क्र.१५३/३४, दि.२१ जुलै, २०१७ व १ जून, २०१८ मध्ये नमूद केलेल्या किंवा शासन निश्चित करेल त्या कार्यपद्धतीनुसार कार्यवाही करण्यात येईल.

३. ही यादी दोन वर्षांपर्यंत अथवा नवीन जाहिरात संस्थांची यादी अस्तित्वात येईपर्यंत यापैकी जे अगोदर घडेल त्या दिनांकापर्यंत अस्तित्वात राहील.

४. उद्योग उर्जा व कामगार विभाग, शासन निर्णय क्र. भांखस-२०१४/प्र.क्र.८२/भाग III/ उद्योग-४ दि. १ डिसेंबर, २०१६ मधील अटी व शर्तीचे पालन करावे.

५. सदर शासन निर्णय महाराष्ट्र शासनाच्या www.maharashtra.gov.in या संकेतस्थळावर उपलब्ध करण्यात आला असून त्याचा संकेतांक २०२००३१६१८४६३७८९०७ असा आहे. हा आदेश डिजीटल स्वाक्षरीने साक्षांकित करून काढण्यात येत आहे.

महाराष्ट्राचे राज्यपाल यांच्या आदेशानुसार व नावाने.

(रा. ना. मुसळे)

अवर सचिव, महाराष्ट्र शासन

प्रत,

१. मा. विरोधी पक्षनेता, विधान परिषद/विधानसभा, महाराष्ट्र विधानमंडळ सचिवालय, मुंबई
२. सर्व सन्माननीय विधानसभा, विधानपरिषद व संसद सदस्य
३. मा. मुख्यमंत्री यांचे प्रधानसचिव, मंत्रालय, मुंबई
४. सचिव, (माहिती), माहिती व जनसंपर्क महासंचालनालय, मंत्रालय, मुंबई
५. महासंचालक, माहिती व जनसंपर्क महासंचालनालय, मंत्रालय, मुंबई
६. सर्व संचालक, माहिती व जनसंपर्क महासंचालनालय, मंत्रालय, मुंबई
७. मा. राज्यमंत्री (माहिती व जनसंपर्क) यांचे खाजगी सचिव, मंत्रालय, मुंबई
८. महालेखापाल १/२ (लेखा व अनुज्ञेयता)(लेखा परीक्षा), मुंबई, नागपूर
९. अधिदान व लेखा परीक्षा अधिकारी, मुंबई
१०. निवासी लेखा परीक्षा अधिकारी, मुंबई
११. संबंधित वर नमूद सर्व संस्था
१२. उप संचालक (लेखा), माहिती व जनसंपर्क महासंचालनालय, मंत्रालय, मुंबई
१३. निवड नस्ती का.३४.